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17. (Amended) The method of claim 14 wherein said mold is a lipstick mold in which the base-pigment mixture is cooled in the lipstick mold to form a lipstick, further comprising:

removing the lipstick from the lipstick mold; and
affixing the lipstick to a lipstick case.

18. (Amended) The method of claim 14 wherein said kit further includes a blending sheet, wherein said mixing step is conducted on the blending sheet.

Add the following claims:

Sub B5

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19. (New) A method for custom blending and fabricating lip coloring product to personal specifications, the method comprising the steps of:
selecting various pigments from a plurality of differently shaded pigments;
measuring quantities of the selected pigments;
mixing the measured quantities of selected pigments;
repeating the selecting, measuring and mixing steps until a desired shade of lipstick is achieved;
selecting a base from a plurality of lipstick bases offering a variety of textures and consistencies;
adding the mixed lipstick pigments to the selected base;
heating the pigments and base in a heating vessel to a liquid form;
pouring the liquefied and mixed pigments and base into a mold.

Sub C¹

20. (New) The method of Claim 19 wherein the measuring step is performed by pouring the pigments onto a sheet having a plurality of graduated segments of known quantity.

21. (New) The method of claim 20 wherein the mixing step is performed using a translucent blending sheet disposed over the graduated sheet, the graduated segments being visible through the blending sheet, the pigments being poured on the blending sheet in quantities measured using the graduated segments, the measured quantities being mixed on the blending sheet.

22. (New) The method of claim 19 further including the step of adding additives to the pigments and bases to affect the characteristics of the lipstick, the additives including moisturizers, sunscreens, frosts and fragrances.

Sub B⁶ 23. (New) The method of claim 19 wherein the heating step is performed using a microwave oven.

A² Sub C¹ 24. (New) The method of claim 19 wherein the mold includes top and bottom clam shell halves, and wherein the method includes the step of removing the top clam shell after the lipstick has hardened to partially reveal the lipstick and facilitate adhesion of a lipstick case to the lipstick.

Sub B⁷ 25. (New) The method of claim 19 further including the step of adding additional pigment after the heating step to further tailor the lipstick to the exact specifications of the user.

26. (New) A method for custom blending and fabricating lipstick at a retail establishment to personal specifications, the method comprising:
receiving a demand from an individual person for a custom blended lipstick at the retail establishment;
measuring quantities of the selected pigments in accordance with the demand of the individual person;
selecting at least one base from a plurality of lipstick bases offering a variety of textures and consistencies in accordance with the demand of the individual person;
adding the mixed lipstick pigments to the at least one selected base;
heating the pigments and base into a liquid form; and
pouring the liquefied and mixed pigments and at least one base into a mold.

Sub C¹ 27. (New) The method of claim 26 further comprising cooling the lipstick in the mold, and affixing the cooled lipstick to a lipstick case.

28. (New) The method of claim 27 wherein the steps of measuring, selecting, adding, heating, pouring, cooling, and affixing are all done at the retail establishment.

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29. (New) The method of claim 28 further comprising repeating the selecting measuring and mixing steps until the desired shade of the individual person is accomplished according to the demand.
